

2023 PrivABoo Call for SMEs

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We are looking for companies in Kenya, Nigeria, Rwanda or Pakistan with climate adaptation and resilience solutions!

Please read through the call's [Terms and Conditions](#) before starting your application.



Implemented by:



Call Information

The [Private Adaptation Investment Bootcamp \(PrivABoo\)](#) supports growth-stage small- and medium-sized enterprises (SME) with adaptation & resilience solutions to raise capital and investment for entry into new markets or market segments and to scale-up for maximum development and climate change adaptation impacts. These solutions can be products, services, technologies or processes that help customers or other beneficiaries adapt to the impacts of climate change or build resilience. This [call for applications](#) aims to select companies for the 2nd PrivABoo SME Core Group (also called cohort) kicking off in May 2023.¹ Special consideration is given to inclusive and gender-relevant businesses. PrivABoo will provide selected applicants (SME Core Group members) with technical assistance over a period of 18 months until the end of 2024 with the explicit objective to raise capital and investment by a professional investor or group of professional investors by the end of the program. SME Core Group members will benefit from a range of technical assistance and support measures, including targeted consulting and business support services, peer-learning on climate change adaptation and resilience and networking and capacity building for investor readiness.

¹ The 1st PrivABoo SME core group (or 1st cohort) was formed in March 2022: 15 SMEs from Kenya and Nigeria were identified through a competitive call for applications for which ca. 130 applications were received.

Who can apply?

SMEs registered or operating in Kenya, Nigeria, Rwanda or Pakistan that offer climate adaptation and resilience solutions and fulfil the eligibility criteria (see below).

What can you expect?

PrivABoo SME Core Group members ...

- Receive **one-on-one investment readiness support** from a business support service provider contracted by PrivABoo over a period of 18 months with the aim to enable your company to raise capital and investment by the end of the program and reach the “bankability” to be matched in the short to medium term with potential investors or funds. The expectation is that all SMEs graduating from the program are able to independently raise investment and engage with investors without further support. The investment readiness support includes
 - needs assessment and action planning
 - due-diligence, capacity building and training (one-on-one and group setting)
 - investment exposure and deal facilitation

- Participate in a closed **peer-learning program on climate change adaptation & resilience** that is implemented by PrivABoo over a period of 18 months through a mix of formats (in-person workshops, virtual check-ins, networking support, conference sponsorship, e-learning modules). The focus is on building the SMEs' adaptation & resilience narrative and measuring and communicating adaptation impacts to external stakeholders. The tentative program foresees at least:
 - **Four** in-person PrivABoo SME Core Group meetings, workshop-format, duration ca. 5 days, location tbc (it is planned to have the meeting locations rotate among the four cohort countries).
 - **Two** in-person exposure events or participation in national / regional conferences s by impact investor forums or similar
 - **Virtual** events such as topical training series, summer school, check-ins and online pitch & networking events
- **No direct grant funding** will be provided to cohort members as part of the PrivABoo program. For in-person meetings and events, PrivABoo will cover conference fees, accommodation and meals, national transport (such as airport pick-up) and economy flight tickets for up to two representatives from each SME. Note that **no per diems** will be paid to participants for in-person events.

Commitments

The following commitments are required from the PrivABoo SME Core Group members during the implementation period:

1. CEO commitment to ensure active participation in the project for the two-year implementation period;
2. Nomination of a project contact person for PrivABoo team and the investment readiness support provider contracted by PrivABoo;
3. Nomination, dispatch and active participation of up to two full-time, qualified employees for in-person meetings and events (time commitment for four in-person meetings at least 6 days each, including travel and preparation);
4. Active participation in virtual events;
5. Commitment to collaborate with investment readiness support provider on a regular basis over 18 months (estimated time requirement is one working day per one full-time employee per month), share relevant business data and documents to support needs assessment and due diligence and facilitate on-site assessments;
6. Comply with quarterly and annual reporting throughout the project period;
7. Share learnings and best practices from project implementation to contribute to ongoing product iteration, case studies, thought pieces and the final project report.

How to apply?

To apply, please complete the online application form. The deadline to apply is **Sunday, 2nd April, 2023 at 23:59 CET**.

Eligibility Criteria

To be eligible to apply, applicants must meet the following criteria:

- Have read and understood the call's [terms and conditions](#).
- If selected, agree to the call's required commitments during the implementation period as laid out in the [terms and conditions](#).
- Be a small- and medium-sized enterprise (SME) with fewer than 250 employees, and a turnover of less than 50 million USD, or a balance sheet total of less than 43 million USD.
- Be registered or operating as an entity in Kenya, Nigeria, Rwanda or Pakistan.
- Be at least growth-stage, meaning a minimum viable product in the market and active customers.
- Have a revenue average over the last two financial years of not less than 50,000 USD.
- Have a business solution or innovation that helps others adapt to the impacts of climate change or build resilience.

Selection Criteria

In addition to the eligibility criteria, applicants will be evaluated against

- **Business Model**
- **Financials**
- **Adaptation & Resilience Impact¹**: demonstrated and measurable adaptation & resilience benefits generated by a business either (Type 1) by providing products, services and technologies to customers or users or (Type 2) through its production and internal or operational process
- **Inclusivity**: Provision of goods, services, and livelihoods on a commercially viable basis, either at scale or scalable, to people living at the base of the pyramid, making them part of the value chain of companies as customers, retailers, distributors (contribute to at least 25% of revenue) or suppliers (contribute to at least 25% of income).²
- **Gender Relevance³**
 - At least 51% women share in entrepreneurship, leadership or employment **OR**
 - Value Chain: Inclusion of women as a significant share (at least 51%) of the business value chain either as retailers, distributors or suppliers **OR**
 - Consumption: Products, services and technologies specifically or disproportionately benefit or target women

Special consideration is given to inclusive and gender-relevant businesses.

¹ *The publication [Assessing the Adaptation Relevance of Businesses: A Selection of Tools](#) provides an overview of selected tools that businesses can use to identify climate risks and impacts in their regions and economic sectors, and a short guidance as to how this information can be used to build a company's narrative towards their adaptation relevance. Additionally, we suggest you practice building your adaptation impact hypothesis with [this free tool](#) (version: Adaptation projects which help cope with the effects of climate change) and browse the [Climate Metrics Guide](#) for different impact tools and frameworks on measuring the impact of climate small and growing businesses (SGBs).*

² <https://www.inclusivebusiness.net/IB-Universe/what-is-inclusive-business>

³ <https://www.2xchallenge.org/criteria>

Timeline

Stage	Due Date	Description
Online Application	2 April, 2023 (23:59 CET)	Complete and submit the online application form
Application Review and Shortlisting	14 April, 2023	Online application to be reviewed against eligibility and selection criteria for shortlisting.
Interviews	17 to 28 April, 2023	Shortlisted applicants invited for ca. 15 min online interviews with selection panel.
Final Selection	5 May, 2023	Selected applicants will be contacted and invited to a virtual kick-off call.
Kick-Off	May 2023 (tbc)	2 nd PrivABoo SME Core Group kick-off event (virtual)
Implementation	... until 31 December 2024	PrivABoo technical assistance and support measures to core group members implemented.

FAQ and Resources

Please read all resources below before starting your application.

- [Application form](#) (this pdf version is for reference only, all applications must be made through the online form)

- Further reading and literature on the topic of private adaptation finance is provided [here](#).
- For further questions, please contact sarah.njeru@giz.de or annalena.fuchs@giz.de

Project Background

The [Deutsche Gesellschaft für Internationale Zusammenarbeit \(GIZ\) GmbH](#), on behalf of the [Federal Ministry for Economic Cooperation and Development](#), is implementing a project on Private Adaptation Finance until the end of 2024, which aims to mobilize investment in private sector solutions for climate change adaptation & resilience. The [Private Adaptation Investment Bootcamp \(PrivABoo\)](#) addresses the challenges of the private sector in financing growth-stage small- and medium-sized enterprises that offer innovative, adaptation-relevant technologies, products or services (“Adaptation SMEs”) by providing individual technical assistance and tailored investment readiness support, and connecting SMEs with investors who want to build a portfolio in climate change adaptation & resilience. In addition, we also offer a peer-learning approach targeting practitioners (SMEs, investors, accelerators, entrepreneurs, start-ups, ...) at various stages of climate change adaptation investments and finance, mixing & matching different learning formats (networking, dialogue, training and individual technical assistance), with the aim to

- Equip SMEs and Impact investors with tools, information, and skills to scale up SMEs with business models in the field of climate change adaptation
- Build a network that enables knowledge sharing, business creation and acceleration, and innovation partnerships for climate change adaptation
- Develop a scalable approach to promote private adaptation investments

For more information, please contact denise.engel@giz.de or visit www.adaptationcommunity.net/private-sector-adaptation.

Data Protection Statement for Applicants of the 2023 PrivABoo Call for SMEs on Storage and Use of Personal Data by GIZ in G320

GIZ takes the protection of personal data very seriously. This declaration explains what personal data is stored and what it is used for.

- Data processing is the responsibility of the
 - Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
 - Friedrich-Ebert-Allee 36 + 40, 53113 Bonn
 - Germany
 - denise.engel@giz.de
- The personal data specified in the application form (name, e-mail address and position in the company of the person submitting the application) is required for the purpose of administering and judging this call for SMEs and will be stored on GIZ servers to be used for
 - Follow-up questions and results communication of this call;
 - Communication regarding network activities of the PrivABoo such as upcoming events, webinars, open trainings, publication announcements, etc.
- The data will be used solely for the purpose of administering and judging the 2023 PrivABoo Call for SMEs.
- The legal basis for processing is **consent to this statement**.
- The data will be used exclusively for the purposes described in the statement. Any other use will always be subject to further consent. Your data will not be used for advertising purposes.
- GIZ uses appropriate technical and organisational measures to secure data against unintentional or intentional falsification, destruction, loss or access by unauthorised persons. Access to your personal data is restricted to GIZ staff of the project on Private Adaptation Finance who need to process it for the above-mentioned purpose, and who will handle the information you provide in a proper and confidential manner.
- The data will not be passed on to third parties.

Rights of Data Subjects

You are entitled to enquire about your personal data, have the data corrected if necessary, and ask for processing to be restricted or data to be erased. The data will then be removed from our system. The consent given to use personal data can also be revoked at any time. This does not affect the lawfulness of processing up to the time of revocation.

In the case of revocation, it is not possible to participate in the 2023 PrivABoo Call for SMEs. To revoke consent, please send an email to: denise.engel@giz.de.

Should you have any questions or complaints relating to this statement or the processing, you can contact the GIZ data protection officer at the following email address: datenschutzbeauftragter@giz.de.

You have the right to approach the data protection authorities with complaints. The authority responsible is the German Federal Commissioner for Data Protection and Freedom of Information (BfDI).

Data Protection Notice

This survey is voluntary and not anonymous. It is possible for the requesting party within GIZ to establish a link between the participant and a completed questionnaire form. You may not enter any data in free text fields that allows conclusions to be drawn about uninvolved natural persons. If you do so, your questionnaire form will be deleted and will not be evaluated. The data will not be passed on to any third parties. Please also observe the data protection provisions of askallo.

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Declaration of Consent and Eligibility Check

*Note that questions marked with * must be answered.*

1. Declaration of consent*

- I consent to GIZ storing and using my personal data in accordance with the above statement. This consent will remain valid even if the applicant's company is not selected for participation in PrivABoo, for a period of two years after it was given.
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2. Eligibility Check*

- Have read and understood the call's terms and conditions.
- If selected, agree to the call's required commitments during the implementation period as laid out in the terms and conditions.
- Be a small- and medium-sized enterprise (SME) with fewer than 250 employees, and a turnover of less than 50 million USD, or a balance sheet total of less than 43 million USD.
- Be registered or operating as an entity in Kenya, Nigeria, Rwanda or Pakistan.
- Be at least growth-stage, meaning a minimum viable product in the market and active customers.
- Have a revenue average over the last two financial years of not less than 50,000 USD.
- Have a business solution or innovation that helps others adapt to the impacts of climate change or build resilience.

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33%

Company and Contact Info

*Note that questions marked with * must be answered.*

3. Country*

- Kenya
- Nigeria
- Rwanda
- Pakistan

4. Company Name*

5. Company Website

6. Contact Person's Name*

7. Contact Person's Position in Company*

8. Contact Person's Email Address*

9. Alternative Email Address

10. Contact Person's Phone Number

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44%

Business Model

*Note that questions marked with * must be answered.*

11. What sector does your company operate in?*

Tick all that apply.

- Academia
- Administrative service activities
- Agriculture and agribusiness
- Construction
- Education
- Energy
- Financial and insurance services
- Fishing
- Food Production
- Forestry
- Healthcare
- Information and communication
- Manufacturing
- Mining and quarrying
- Real estate
- Retail
- Social Work
- Storage
- Tourism and hospitality
- Transportation
- Waste management
- Water and sanitation
- Wholesale and retail trade
- Other

12. If you chose other, please specify here:

13. Give a one sentence description of your business solution or innovation:*

14. Is your business solution a...*

- product
- service
- technology
- Other

15. If you chose other, please specify here:

16. Name of your business solution or innovation

17. Detailed business description.*

Please describe your business, products, services, revenue streams, business divisions and regions of operation.

Antwort

18. Who are your customers?*

- Business to Business (B2B)
- Business to Consumer (B2C)
- Business to Government (B2G)
- Other

19. If you chose other, please specify here:

20. Number of customers to date

21. Number of female customers to date

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55%

Financials

*Note that questions marked with * must be answered.*

22. What is the profit orientation of your company?*

- Limited company
- Non-Profit
- Hybrid Model
- Unregistered
- Other

23. If you chose other, please specify here:

24. Years of Operation*

- Less than 2 years
- 2 - 5 years
- 6 - 10 years
- Above 10 years

25. Which of the following best describes your company?*

- Idea stage (No proof of concept)
- Prototype stage (Proof of concept stage)
- Revenue stage
- Growth Stage
- Scale

26. Please provide the revenue of your company for the last full financial year (Y-1) in USD.*

27. Please provide the revenue of your company for the Y-2 financial year in USD.*

28. How has your business been funded to date?*

Tick all that apply.

- Sales Revenue
- Personal funds
- Family and Friends
- Other Individual Investors(Angel)
- Institutional Equity (VC/PE)
- Strategic Company
- Banks
- Other institutional lenders
- Crowdfunding: Equity
- Crowdfunding: Debt
- Competitions: Grants
- Competition: Equity
- Competition: Debt
- Other

29. If you chose other, please specify here:

30. How much external funding in USD (incl. grants, commercial capital, donations, crowdfunding) have you received till date?*

31. What type of capital are you currently fundraising for?*

- Grant or award-money
- Equity
- Mezzanine
- Debt
- Flexible
- Other

32. If you chose other, please specify here:

33. What amount (USD) of capital are you currently fundraising for?*

34. What is the investment objective for this fundraising amount?*

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66%

Adaptation & Resilience (A&R) Impact

Note that questions marked with * must be answered.

35. What is the problem for your customers or beneficiaries that is caused by climate change and that your business solution or innovation tackles?*

For instance water scarcity, crop losses, wildfires, floods, heat stress, biodiversity loss, climate refugees, etc.

36. How does your business solution or innovation solve or address the climate change problem for your customers or beneficiaries? How does your business solution or innovation help your customers or beneficiaries adapt or build resilience to the problem caused by climate change?*

37. Who are the people that benefit from adaptation and increased resilience (the beneficiaries)?*

- Customers
- Users of your business solution (who are not paying for the business solution)
- Suppliers
- Distributors
- Retailers
- Other

38. If you chose other, please specify here:

39. Based on your previous answer, which of the following applies best to your business:*

- Type 1: Your business offers products, services or technologies which generate direct adaptation & resilience benefits for the paying customers or the users/consumers. The revenue of your business stems from the sale of these adaptation-relevant products, services and technologies.
- Type 2: Your business adapts to climate change in their production or operational

process beyond “business as usual”, by climate-proofing supply chains or internal operations in a way which also contributes to climate adaptation and resilience of society. Your business activities generate adaptation & resilience benefits for others but you don't generate revenue with these adaptation activities (beneficiaries are not the customer segment).

40. If you selected Type 2, please explain who the beneficiaries of the adaptation & resilience activities are and how they fit into your business model, operations and value chain.

41. Number of beneficiaries you have reached / served to date

42. Number of female beneficiaries you have reached / served to date

43. What are the improved outcomes or benefits for your customers/beneficiaries resulting from your solution? What environmental, social or economic indicator (incl. unit) can be used to measure the improved outcomes?*

Examples:

- *Increased water availability measured in*
 - Clients/Households Provided New Access;
 - Water (L) Generated;
 - Water (L) Saved
- *Increased Agriculture Potential measured in*
 - Average agricultural yield (kg per hectare);
 - Farmland (hectares) Reforested or Restored / covered by crop insurance / cultivated with drought resistant or climate resilient crop varieties
- *Decreased weather related disruption measured in*
 - Value of assets covered or insured;
 - # of customers served by the company's data and analytics
- *Increased income, or avoided decrease in income measured in*
 - Income source (name)
 - Income level (USD)
 - Number of households

44. Earlier in the application form, you indicated the amount (USD) of capital you are currently fundraising for and the investment objective for this amount. If successful, how many more customers/beneficiaries can you

reach? What is the potential to scale impact with additional investment (your impact growth strategy)? What's the non-financial or social return on investment?

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77%

Inclusivity

Note that questions marked with * must be answered.

45. Do you operate as an Inclusive Business?*

Inclusive Businesses integrate a significant share of people living at the base of the pyramid (BOP) into their value chain either as customers, retailers, distributors (contribute to at least 25% of revenue) or suppliers (contribute to at least 25% of income).

Yes

No

46. If yes, how do you integrate the poor into your value chain?

47. If yes, please describe how the poor benefit from being integrated into your value chain?

e.g. access to goods and services, increased income, etc.

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88%

Gender Impact

Note that questions marked with * must be answered.

48. Total full-time employees in management positions (Number of staff that make up the management team).*

49. Number of female full-time employees in management positions*

50. Is your business founded or co-founded by a woman?*

Yes

No

51. Does your business integrate a significant share of women ($\geq 50\%$) into your value chain as retailers, distributors or suppliers?*

Yes

No

52. If yes, how do you integrate women into your value chain?

Customer

Supplier

Distributor

Retailer

53. If yes, please describe how women benefit from being integrated into your value chain?

e.g. access to goods and services, increased income, etc.

54. Explain if your technology, product or service specifically targets or benefits female customers and users? Do you pay special attention to female customers' needs, preferences or behaviours?



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99%

End

55. Anything else you want to share with us ...?

56. How did you hear about this call?

- Email
- LinkedIn
- Newsletter
- Twitter
- Website
- Word of mouth/Referral
- Other

57. If you chose other, please specify here:

Thank you for helping to spread the word among your network by forwarding [the link to the application form](#) or re-posting [the call announcement](#) on Twitter or LinkedIn.